



# Consumer Opinion Services

## Online & Web Based Services



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Research Recruiting

In-Depth Interviews

Focus Facilities

Moderator Services

Qualitative Design

Executive Interviewing

Analysis and Reporting

Consumer Opinion Services offers a variety of online and web based services that can provide a higher degree of efficiency for research. They include survey design, web based surveys, E-Panels, Database Management, and real time secure reporting.

### Survey Design

Utilizing advanced development tools we can structure surveys that function as telephone based, web based, or a combination of both. The survey results are then tabulated within the same process and made available to you quickly.

### Online / Web Based Surveys

The flexibility permitted through online and web based surveys means that research can be conducted either with the direct guidance of our staff or by the respondent independently.

### E-Panels

E-panels are people recruited from the target demographic. These people are then emailed with specific questions over a period of time. The respondents are given incentives to reply. The results are tracked, tabulated, and either a series of reports or a final report is issued.

### Database Management

The core of research is the collected data. Often, information must be processed in a variety of ways to yield meaningful results. COS offers complete database management services to assist that process. We set up and maintain your database of prospects or customers.

### Real Time, Secure Online Reporting

Results delivered in real time, not delayed, means you can move at the speed you decide, no waiting. Those results are also secured for privacy and made available to you electronically or in the format you choose.